



The California Travel and Tourism Commission (CTTC) is a non-profit organization, with a mission to develop and maintain marketing programs - in partnership with our state's travel industry - that keep California top-of-mind as a premier travel destination.

These marketing programs are designed to provide a comprehensive list of CTTC's initiatives to supplement your marketing sales and goals.

Inside you will find advertising, cooperative marketing, media relations, publications, travel trade, international and Web site development opportunities.

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# California Travel & Tourism Commission

## 2007 marketing programs

May 9, 2007



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# Reach Consumers



## Reach New Visitors

Program	Details	Deadline/ Fee	Contact
<b>California Official State Visitor's Guide and Travel Planner</b>	Comprehensive, easy-to-use annual publication focused on California travel. Includes accommodations, attractions, visitor information sources, suggested itineraries and ground transportation services. Not only is this slick glossy fulfillment piece distributed to consumers, but through sales This magazine-style guide is distributed to consumers and trade through fulfillment, welcome centers, DMO's, overseas contractors and Sunset Magazine events. The guide is also available in a downloadable format worldwide on the <a href="http://www.visitcalifornia.com">www.visitcalifornia.com</a> site in Nxtbook format.  <b>Purchase your advertising now for the 2008 Guide and receive your free Web listing..</b>	Editorial updates: Ongoing  Display Advertising: August 31, 2007  Enhanced Listing: September 14, 2007  Web Site Banners: Ongoing  Rates: From \$925 - \$39,760	Editorial: Jeff Phillips 650-324-5464 <a href="mailto:phillipsj@sunset.com">phillipsj@sunset.com</a> Advertising: Jon Trumbull 714-424-1989 <a href="mailto:trumbullj@sunset.com">trumbullj@sunset.com</a>
<b>California Official State Map</b>	An official map of California. One million copies are produced annually. California Tourism is seeking corporate sponsors to secure visibility as well as extend distribution in key markets.	Deadline: Coincides with <i>California Official State Visitor's Guide and Travel Planner</i>  Fee: Sponsorship opportunities available	Lynn Carpenter-Schumann 916-319-5430 <a href="mailto:lschumann@visitcalifornia.com">lschumann@visitcalifornia.com</a>
<b>California Driving Tours</b>	2007 guide contains 36 pages, 12+ driving tours throughout the state. Also includes the Welcome Center Info, maps, and mileage indicator. Final published piece is also available to the consumer online, at <a href="http://www.visitcalifornia.com">www.visitcalifornia.com</a> , in Nxtbook format with links.	Deadline for 2008 sponsorship: March 3, 2008  Rates: Call for details - typically \$5,580 - \$39,825	Advertising: Jon Trumbull 714-424-1989 <a href="mailto:trumbullj@sunset.com">trumbullj@sunset.com</a>
<b>California Golf Marketing Program</b>	Reach the leisure golf traveler around the world through the dedicated California Golf Marketing Program. Obtain visibility and calls-to-action in the dedicated golf domain, <a href="http://www.california-japan.com">www.california-japan.com</a> , annual guide, consumer golf shows, promotions and more.	Deadline: Ongoing	Shaw Kobre <a href="mailto:InTheLoopGolf@aol.com">InTheLoopGolf@aol.com</a>



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# Reach Consumers



## Reach New Visitors (Cont.)

Program	Details	Deadline/ Fee	Contact
<b>Shop California</b>	Shop California is a statewide marketing effort to showcase California as a premier shopping destination. Shop California has become a sustaining member of Shop America, further increasing exposure for all members and providing a tool to expand on selling packages. CTTC has joined with retailers to produce ShopCA value added packages for both the consumer and the travel trade. Retail partners and Destination Management Companies (DMO's) are encouraged to participate collaboratively. Retail partners are now also encouraged to pull together culturally themed packages including history, arts, tours, botanicals, gardens and shopping generating revenues for all parties involved. Promotions include print, web, and media.	Deadline: Sign up as early as possible. Program runs on a calendar year.  Fee: From \$750 - \$2500	Susan Wilcox 916-444-4429 swilcox@visitcalifornia.com
<b>California Fall Insert Campaign</b>	Continuing to brand California through print, CTTC has partnered with Custom Marketing Group to produce a 12-24 page insert to run October – November, reaching more than 765,000 consumers in the Western United States through <i>Travel and Leisure</i> , <i>Food and Wine</i> and <i>National Geographic Traveler Magazine</i> . Participating organizations will also receive internet exposure on the wwSoGoNow.com site. CTTC urges the industry to participate individually or through a collaborative effort. American Express will also deliver this same insert to 15,000 pre-qualified cardholders with a propensity to travel.	Fee: CVB Partners \$6,000 - \$25,000 Corporate Partners \$9,000 - \$42,500	Lynn Carpenter-Schumann 916-319-5430 lschumann@visitcalifornia.com
<b>California Treasure Hunt Program</b>	Continues a highly leveraged direct-response loyalty program available through participating restaurants, retail outlets, grocery store chains and reaches over 50 million consumers nationwide. Southwest Airlines will be inviting all consumers purchasing airline tickets to or through California to participate in the treasure hunt during Summer 2007. The consumer receives a "California Rewards Card/Treasure Key" that includes \$25 - \$50 reward dollars that can be used towards California vacations and hotels, trip giveaways and valuable attraction discounts. Industry partners can achieve high visibility through co-branded rewards/treasure cards or on the <a href="http://www.visitcalifornia.com/treasure">www.visitcalifornia.com/treasure</a> site.	Deadline: Maximum exposure if participation is contracted by Feb. 28 On-Going Spring/Summer 2007  Fee: Basic participation for Attractions - \$500 Corporate Co-branding - \$65,000	Teddy Wade 310-274-2470 twade@visitcalifornia.com <a href="http://visitcalifornia.com/treasure">visitcalifornia.com/treasure</a>





## Reach Consumers



### Reach New Visitors (Cont.)

Program	Details	Deadline/ Fee	Contact
<b>California - The Soundtrack, Volume 2 The Ultimate California CD</b>	How better to make an emotional connection with consumers than through iconic songs about this amazing destination? CTTC has already produced Volume 1, an amazing collection that appeals to all ages (includes the Beach Boys, the Mama's & the Papa's, etc.) and is looking to develop and launch Volume 2. Promotional opportunity includes co-branding on the unit itself, exclusive distribution for 6-8 weeks, use as a premium incentive for sign-ups or other upgrades, cross- promotional banner ad on <a href="http://www.visitcalifornia.com">www.visitcalifornia.com</a> , and outbound e-mail to CTTC's database (over 200,000 names).	Deadline: 6-months lead time required  Fee: \$50,000	Mina Robertson 916-441-0571 <a href="mailto:mrobertson@meringcarson.com">mrobertson@meringcarson.com</a>
<b>California Rural Regional Tourism Association Cooperative Program</b>	CTTC funds Rural Regional Marketing Association groups to facilitate cooperative regional efforts. These programs are specifically designed to leverage tourism industry investment in global marketing efforts. These funds are also designed to serve as a catalyst to the development of viable public/private rural tourism collaborations. These efforts include, but are not limited to, tactics such as integration of Web sites, cooperative participation in advertising, trade shows, and media events all developed to increase visitation and length of stay in rural markets.	Deadline: It's never too late to join your regional association  Fee: Matching funds 60/40 Up to 30,000 for 8 rural tourism associations	Jonelle Norton 916-319-5438 <a href="mailto:jnorton@visitcalifornia.com">jnorton@visitcalifornia.com</a>
<b>California Fun Spots</b>	The Fun Spots is a cooperative marketing effort of California's leading family attractions. Partner fees are leveraged with CTTC funding to provide a significant budget for marketing direct to the consumer. Programs include placement on the Official California State Map, e-mail blasts, banner advertising, a trackable discount coupon and Web site, all designed to increase ticket sales to your attraction.	Deadline: Ongoing  Fee: Attractions from \$500 - \$15,000 Corporate sponsorships \$50,000	Susan Wilcox 916-444-4429 <a href="mailto:swilcox@visitcalifornia.com">swilcox@visitcalifornia.com</a>



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# Reach Consumers



## Reach New Visitors (Cont.)

Program	Details	Deadline/ Fee	Contact
<b>Rural Consumer Trade Show Co-op Participation</b>	CTTC will host a booth at several Conference and trade shows to be held in 2007/2008 (shown below). These trade shows will be held throughout the year. The cost of the booth will be split among participants, which includes shared booth and conference registration. The Registration deadline is 60 days before each show. These programs attract consumers and travel agents from across the country. Join the CTTC at consumer trade shows such as: Go West Summit, Golf Expo, Bay Area Travel Show, LA Travel Show, Orange County Travel Show, California Travel Market, Sunset Celebrations, Student and Youth Travel Association, National Tour Association, California Travel Market, American Bus Association, etc. CTTC will choose shows based on the interest of the Rural Tourism Marketing Council.	Deadline: Quarterly opportunities  Fee: Rates vary depending on show and number of participants in California booth	Jonelle Norton 916-319-5438 jnorton@visitcalifornia.com
<b>California Welcome Center Promotional Opportunities</b>	In every rural region there are California Welcome Centers servicing travelers with information, resources and collateral materials encouraging them to extend their stay. Since the program's inception in 1994, California Welcome Centers (CWCs) have served as the number one visitor stop for domestic and international travelers once they are within California. CWCs have supplied valuable traveler information and visitor services to nearly four million international and domestic tourists. Since 1998, average visitation to the CWCs has increased 21 percent annually. These centers have sponsorship opportunities to get your business in front of those travelers.	Rates vary: Call for details Typically \$1500-\$10, 000	Janice Simoni 916-445-1094 jsimoni@tourism.ca.gov
<b>Rural Reciprocal Marketing Web Site Program</b>	This program allows your destination a direct link to the global California travel industry marketing investment. Your participation in the rural campaign brings your destination in line with California Tourism's global brand. All Rural Regional Associations are encouraged to provide reciprocal links from their Web site to www.visitcalifornia.com. Additional opportunities are available to showcase assets and events on a regular basis by a 75-word description and photo of the top ten "Must Sees" of the region by including the name, address, phone number and Web site link for the attraction. Regional associations may also submit, on a quarterly basis, the top ten events for the quarter along with a 25 word description, dates/times, phone number, Web site link, etc. This information will be submitted online through a business-to-business portal coming soon.	Open All Year  Fee: Free	Jonelle Norton 916-319-5438 jnorton@visitcalifornia.com



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# Reach Consumers



## Reach International Consumer Markets

Program	Details	Deadline/ Fee	Contact
<b>UK Consumer Guide</b>	Utilize this opportunity to reach international consumers. This <i>Official California Visitor's Guide</i> for the UK also serves as the basis for the German, Spanish, and Japanese Guides. With compelling photography, informative writing, and helpful planning information, this guide is seen as a useful, in-country, California trip-planning resource for potential visitors. The guide will be distributed beginning at the World Travel Market in London.	Deadline: Ad reservation close - August 22, 2007  Fee: Rates range from approximately \$3,400 for quarter page to \$11,000 for full page. Discounts available for early bookings.	Larry Cohen 203-255-8800 larrycohen@northeastmedia.com
<b>JATA</b>	<b>Tokyo, Japan – September 13-16, 2007</b> Asia's biggest travel fair and consumer show with visitor attendance expected at over 100,000! The conference theme this year is how to revitalize the Japanese market, inviting experts from outside the Japanese market. <a href="http://www.jata-wtf.com">www.jata-wtf.com</a>	Fee: \$2,500	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>Japanese Consumer Guide</b>	Reach the consumer direct through highly targeted distribution in country. Special discounts for placement in all international guides.	Deadline: August 2007  Fee: \$2,865 - \$12,518	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>German Consumer Guide</b>	Reach the consumer direct through highly targeted distribution in country. Special discounts for placement in all international guides.	Deadline: August 2007  Fee: \$2,865 - \$12,518	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>Mexico Consumer Guide</b>	Reach the consumer direct through highly targeted distribution in country. Special discounts for placement in all international guides.	Deadline: August 2007  Fee: \$2,865 - \$12,518	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>ABAV</b>	<b>Rio de Janeiro, Brazil – October, 2007</b> Recognized as the Americas' largest trade fair for travel trade, it is conceived and developed to offer the best chances for professional updates and business generation with more than 115 tour operators, 700 exhibitors and 42 foreign delegations attending in 2006. Exhibition space is available. <a href="http://www.feiradasamericas.com.br">www.feiradasamericas.com.br</a>		Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com





# Develop Web Site Traffic



## Web Site Development

Programs	Details	Deadline/ Fee	Contact
<b>VisitCalifornia.com</b>	Advertising Banners and enhanced listing. URLs included for all DMO's. All other listings information is directly related to listings in the <i>California Official State Visitor's Guide and Travel Planner</i> . <a href="http://www.VisitCalifornia.com">www.VisitCalifornia.com</a>	Updates are ongoing. Major updates coincide with the printing of the <i>California Official State Visitor's Guide and Travel Planner</i> .  Individual enhanced listings are tied to paid advertising in the <i>California Official State Visitor's Guide and Travel Planner</i> .	Advertising: Jon Trumbull 714-424-1989 <a href="mailto:trumbullj@sunset.com">trumbullj@sunset.com</a>
<b>Banner Advertising on VisitCalifornia.com</b>	Banner advertisements are placed on the right sidebar area of pages with the state's Web site, <a href="http://www.VisitCalifornia.com">www.VisitCalifornia.com</a> .	Deadlines coincide with <i>California Official State Visitor's Guide and Travel Planner</i> .	Advertising: Jon Trumbull 714-424-1989 <a href="mailto:trumbullj@sunset.com">trumbullj@sunset.com</a>
<b>Culture California</b>	Culture California brings together arts, heritage and tourism leaders to collaborate on effective and highly leveraged cultural and heritage marketing programs. The mission is to develop strategic efforts that showcase California as the premier cultural/heritage destination for the purpose of increasing state visitation and participation in cultural activities. Cultural events are listed for free on California's interactive Web site, <a href="http://www.CultureCalifornia.com">www.CultureCalifornia.com</a> . Cultural venues and associates may participate in additional elements of the program with a nominal buy in.	Deadline for Fall: July 13, 2007  Fee: Associate Partner - Free Sponsoring Partner - \$15,000	Susan Wilcox 916-444-4429 <a href="mailto:swilcox@visitcalifornia.com">swilcox@visitcalifornia.com</a>







# Reach Media Markets



## Domestic Media Markets

Program	Details	Deadline/ Fee	Contact
<b>New York Media Reception</b>	<b>New York City, New York – January 2008</b> The Millennium Broadway Hotel, New York City. Reach approximately 100 key New York mainstream and lifestyle media under the California umbrella.	Fee: \$1,200	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com
<b>Los Angeles Media Reception</b>	<b>Los Angeles, California – October, 2007</b> Meet Southern California Media and pitch your stories to over 60 media members.	Fee: \$800	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com
<b>San Francisco Media Reception</b>	<b>San Francisco, California – Spring 2008</b> Meet over 75 Northern California media and pitch your stories.	Fee: \$800	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com

## Domestic & International Media Markets

Program	Details	Deadline/ Fee	Contact
<b><i>What's New in California Newsletter</i></b>	Document highlights new California travel products. Distributed to 3,500 key domestic and international media on a quarterly basis (translated for key markets).	Deadline for Winter Issue: September 14, 2007  Fee: Free	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com
<b>Press Releases</b>	The CTTC drafts and distributes to key media approximately 24 releases on an annual basis. Specific editorial format and calendar available after June 1, 2007.	1st and 2nd Quarter Schedule available June 1, 2007  Fee: Free	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com





# Reach Media Markets



## International Media Markets

Program	Details	Deadline/ Fee	Contact
<b>United Kingdom Travel Trade &amp; Media Representation</b>	<b>United Kingdom</b> Black Diamond handles CTTC's travel trade and PR representation in the UK. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com  Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>UK/Ireland Media Mission</b>	June 2007 Meet with key media representatives in the United Kingdom and Ireland using the brand awareness that only California can offer. This event is open to CTTC/UK PR partners only.	Fee: Approximately \$2,500 - \$3,000 (not including travel)	Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com
<b>Japan Travel Trade &amp; Media Representation</b>	<b>Japan</b> Marketing Garden, a highly respected marketing firm in Japan, represents California in the marketplace. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com  Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>Germany Travel Trade &amp; Media Representation</b>	<b>Germany</b> Marketing Services International (MSI) handles CTTC's travel trade and PR representation in the German market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: ongoing	Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com  Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>Australia Travel Trade &amp; Media Representation</b>	<b>Australia</b> Gate 7, a seasoned marketing/PR firm in Australia, is now handling CTTC's travel trade and PR efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com  Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com





# Develop Travel Trade



## Domestic Travel Trade Programs

Program	Details	Deadline/ Fee	Contact
<b>National Tour Association (NTA)</b>	<b>Kansas City, Missouri – November 2007</b> Annual convention of the National Tour Association offers delegates the opportunity to network and build relationships. The program includes one-on-one appointments. The National Tour Association is a trade organization of thousands of tourism professionals involved in the growth and development of the packaged travel industry. This program requires NTA membership. CTTC will again sponsor a wine reception with co-op sponsorship slots available between \$500 and \$5000. <a href="http://www.ntaonline.com">www.ntaonline.com</a>	Fee: Co-op sponsorship between \$500-\$5,000	Glenda Taylor 916-319-5419 <a href="mailto:gtaylor@visitcalifornia.com">gtaylor@visitcalifornia.com</a>
<b>American Bus Association (ABA)</b>	<b>Virginia Beach, Virginia – February 2008</b> The ABA Marketplace offers delegates the opportunity to network and build quality relationships with motor coach and group tour business leaders. The format offers one-on-one appointments with the tour operators. This program requires membership in ABA. <a href="http://www.buses.org">www.buses.org</a>		Glenda Taylor 916-319-5419 <a href="mailto:gtaylor@visitcalifornia.com">gtaylor@visitcalifornia.com</a>

## Domestic & International Travel Trade Programs

Program	Details	Deadline/ Fee	Contact
<b>Receptive Services Association of America (RSAA)</b>	<b>St. Petersburg, Florida – January 2008</b> RSAA represents the major inbound operators in the United States who handle the inbound package tour business in this country. You must be a member of RSAA to participate in their annual conference, which offers good networking opportunities and a one-on-one meeting marketplace with receptive operators. <a href="http://www.rsana.com">www.rsana.com</a>		Glenda Taylor 916-319-5419 <a href="mailto:gtaylor@visitcalifornia.com">gtaylor@visitcalifornia.com</a>
<b>GO WEST SUMMIT</b>	<b>Colorado Springs Colorado, January 2008</b> Go West Summit is a business-oriented, travel trade show selling the American West region. It brings together the world's top tour operators with specialty suppliers who offer year-round products in the states of Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. <a href="http://www.gowestsummit.com">www.gowestsummit.com</a>		Glenda Taylor 916-319-5419 <a href="mailto:gtaylor@visitcalifornia.com">gtaylor@visitcalifornia.com</a>





# Develop Travel Trade



## International Travel Trade Programs

Program	Details	Deadline/ Fee	Contact
<b>United Kingdom Travel Trade &amp; Media Representation</b>	<b>United Kingdom</b> Black Diamond handles CTTC's travel trade and PR representation in the UKt. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com  Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com
<b>World Travel Market and VIP Event (WTM)</b>	<b>London - November 12-15, 2007</b> California exhibition stand at WTM and/or participation in exclusive California client event. WTM is the largest English-speaking trade show and is attended by buyers from throughout Europe and the world. California organizes an industry presence via trade stand and hosts a client event, featuring a film premiere the Sunday before the exhibition with in-country media attendance.	Fee: \$1,250-\$4800	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>Japan Travel Trade &amp; Media Representation</b>	<b>Japan</b> Marketing Garden, a highly respected marketing firm in Japan, represents California in the marketplace. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com  Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com
<b>Germany Travel Trade &amp; Media Representation</b>	<b>Germany</b> Marketing Services International (MSI) handles CTTC's travel trade and PR representation in the German market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: ongoing	Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com  Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com





# Develop Travel Trade



## International Travel Trade Programs (cont.)

Program	Details	Deadline/ Fee	Contact
<b>ITB</b>	<b>Berlin – March 2008</b> Promote to top German and European Travel Trade and Media. Participation fee includes individual space with California stand as part of the USA Pavilion. ITB is the largest travel exhibition in the world and attracts some 150,000 travel trade and consumers from 180 countries with in-country media attendance.	Fee: \$3,000	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>EXPO VACACIONES</b>	<b>Mexico City, Mexico – February 2008</b> This show is organized by the Visit USA commission in Mexico, featuring one-on-one wholesale tour operator and retail travel agent appointments. Exhibitors will share a California pavilion with CTTC and other California companies.	Fee: Rate TBD	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
<b>Australia Travel Trade &amp; Media Representation</b>	<b>Australia</b> Gate 7, a seasoned marketing/PR firm in Australia, is now handling CTTC's travel trade and PR efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com  Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com
<b>See America Expos</b>	<b>Australia/New Zealand - February 2008</b> Participate in the annual Visit USA programs with travel agents and tour operators in the following cities: Auckland and Christchurch (NZ) Brisbane, Sidney and Melbourne (AU) Format consists of table top trade show with the opportunity to do a presentation.		Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com







## Key CTTC Contacts



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916-319-5420

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### **Sam Caygill**

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### **Jonelle Norton**

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CEO, HORNBLOWER CRUISES AND EVENTS

**TERRY WESTROPE, CTTC CHIEF FINANCIAL OFFICER**

VICE PRESIDENT, ADMINISTRATION AND FINANCE

**CAROLINE BETETA, CTTC EXECUTIVE DIRECTOR**

**CALIFORNIA TOURISM IS A JOINT MARKETING VENTURE OF THE CALIFORNIA TRAVEL AND TOURISM COMMISSION (CTTC) AND THE CALIFORNIA BUSINESS, TRANSPORTATION AND HOUSING AGENCY, DIVISION OF TOURISM**

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**PLEASE NOTE: THESE DESIGNATIONS ARE FOR OUTREACH PURPOSES ONLY AND DO NOT REPLACE THE ESTABLISHED 12 CALIFORNIA TOURISM REGIONS USED FOR MOST MARKETING PURPOSES. IF YOU HAVE QUESTIONS, OR DO NOT SEE YOUR AREA LISTED ABOVE, PLEASE CONTACT SUSAN WILCOX, CHIEF DEPUTY DIRECTOR, AT 916-319-5412 OR SWILCOX@VISITCALIFORNIA.COM.**

